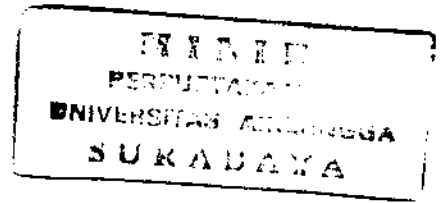


CHAPTER I

INTRODUCTION



Media are tool to deliver information. Media have an important role to spread the information because media can efficiently help people to gain new information needs. According to (<http://sparknotes.com/us-government-and-politics.american-government/the-media/section1.rhtm>) there are three types of news media; broadcast media, printed media and internet. As we know, Broadcast media such as television and radio are commonly used by the people all over the world. Radio offers the audio format for giving the information and television offers the audio and visual format for presenting information or entertainment. Meanwhile, internet as one of media is widely used by the modern people because internet is accesible and faster to serve information than others. Even though there are many types of media, there is high place in public sight for printed media.

Compared to other forms of media, printed media is simpler, accessible and portable. Printed media such as newspapers and magazines offer many kinds of news. The advantages of printed media can be reread wherever and whenever we want to. Printed media give the news by giving the detailed fact and opinion. Because of those reasons, printed media can shape and build people's opinion.

Reading printed media demands full attention of the reader and provides the means to escape today's 'always-on' culture. The lack of distractions when reading print allows the reader to focus fully on the editorial and advertising